

What is claimed is:

1. A pigment composition comprising TiO_2 and a TiO_2 stabilizing and anti-agglomeration effective amount of barium sulfate.
2. The composition of claim 1 wherein the barium sulfate is selected from the group consisting of natural barytes.
3. The composition of claim 1 wherein the barium sulfate is synthetic blanc fixe.
4. The pigment composition of claim 1 which is free of water and is in powder form.
5. The pigment composition of claim 1 which further comprises water and is in the form of a slurry.
6. The pigment composition of claim 5 having a total solids content in the range from about 65.0 to 80.0 percent by weight based on the total weight of the composition.
7. The pigment composition of claim 1 wherein the amount of TiO_2 is in the range from about 65.0 to 95.0 per cent by weight and the amount of barium sulfate is in the range from about 5.0 to 35.0 percent by weight, all weights being based on the weight of the total solids content of the composition.

8. The pigment composition of claim 7 wherein the amount of TiO_2 is in the range from about 70.0 to 76.0 per cent by weight and the amount of barium sulfate is in the range from about 30.0 to 24.0 percent by weight, all weights being based on the weight of the total solids content of the composition.

9. The pigment composition of claim 7 which comprises about 74.5 to 75.5 % by weight TiO_2 , and from about 24.5 to 25.5 % by weight blanc fix, all percentages being based on the total solid contents of the composition.

10. The pigment composition of claim 7 wherein the composition further comprises an additive selected from the group consisting of defoamers, dispersants, biocides, pH adjustment agents and combinations thereof.

11. The pigment composition of claim 10 wherein the additive is present in an amount from about 0.05 to 3.0 per cent by weight based on the weight of the total solids of the composition.

12. The pigment composition of claim 11 wherein the additive is selected from the group consisting of dimethyl polysiloxane, octamethylcyclotetrasiloxane, anionic polyacrylate, polyglycolethers, fumed silica ethers, petroleum hydrocarbons, acrylic polymers, triethanolamine, bicyclic oxazolidines, 1,2-benzisothiazolin-3-on, sodium hydroxide and combinations thereof.

13. The pigment composition of claim 1 which comprises about 74.5 to 75.5

percent by weight of TiO_2 and from about 24.5 to 25.5 percent by weight barium sulfate based on the weight of the total solids content of the composition.

14. The composition of claim 13 in the form of an aqueous slurry having a total solids content in the range from about 71.0 to 72.9 percent by weight based on the total weight of the composition.

15. The composition of claim 13 having a pH of from about 7.0 to 10.0, a maximum 325 sieve residue in parts per million of 50, and a Brookfield viscosity of about 200 to 800 as measured with a #4 spindle at 100rpm at ambient temperature.

16. The method for increasing the opacity of a substrate comprising adding an opacifying effective amount of the composition of claim 1 to the substrate.

17. A method for increasing the opacity of a substrate comprising adding an opacifying effective amount of the composition of claim 5 to the substrate.

18. A method for increasing the opacity of a substrate comprising: adding an opacifying effective amount of the composition of claim 13 to the substrate.

19. The method of claim 16 wherein the substrate is selected from the group consisting of paper, plastic, and coatings.

20. The method of claim 19 wherein the substrate is in the form of a sheet.

21. The method of claim 19 wherein the substrate is plastic and is in the form of a shaped element.

22. Paper, plastic or a coating containing an opacifying effective amount of the composition of claim 1.